



Course Title: Basics of Graphic Design

Course Code: CSIT101

Credit Units: 3

Level: UG

L	T	P/S	TOTAL CREDIT UNITS
3	-	-	3

Course Objectives:

In this course students will be introduced about the functioning of print industry. A broad knowledge of the computer based graphic design, which mainly using in print and electronic media. Students will study the designing of graphics and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

Prerequisites:

The student should be a keen visualizer and must have a strong observation power.

Student Learning Outcomes:

The following course will help students in the following areas

- After learning the course the students will have a better understanding to classify, apply and analyze appealing layouts which would help distinguish and device a better relativity between them and their viewers.
- Students will practice on projects that fomulate both the art of the medium as well as the commercial application.

Course Contents/Syllabus:

	Weightage (%)
Module I – Introduction to Print Industry	30
<ul style="list-style-type: none">• The basic concept of print design and how a print industry functions.• Understanding the principles of design in order to create effective designs and develop the ability to critically evaluate designs, Identify the elements in a design and understand how they can be create a design that is visually pleasing as well as informative	

<ul style="list-style-type: none"> • Size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to headlines compared to length of copy, space given to advertising, relevant use of borders, tints, other layout techniques; showing how design elements combine to create (Magazine, newspaper, leaflet, poster, pamphlet etc). an overall 'look' to the publication • Typography: History:- Typeface and Masthead, Use of images and color, Positioning of articles and images on the page, Use of headlines in an appropriate font, point size, number of lines • Terminology of a layout, color schemes color wheel etc. <p>(EXERCISE ON: A comparative study of layouts and logos)</p>	
<p>Module II – Softwares</p> <ul style="list-style-type: none"> • Basics of Corel draw & Photoshop its functions. • Difference between Vector and Raster Graphics • Style sheet, house style. • Students will be taught in collaborative class to explore designing methods via Softwares like Corel Draw and scratch of design like logo, typography, layout etc. 	30
<p>Module III – Layouts</p> <ul style="list-style-type: none"> • Poster design: strengths and limitations of poster designing, its steps and poster production; • Book design: stages of book design. • Periodicals: magazine and newsletters functions. Editorial planning, design planning, design approach. Newspaper makeup: using photographs, communicating with type and color 	40

Pedagogy for Course Delivery:

The classes will be lecture demonstration methods in which they will investigate the functionality of print media within contemporary art and culture..

Assessment Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	Nil	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Class test	Project	Attendance	
Weightage (%)	10	10	5	5	70

Reference Text:

- BPB Publication Adobe Page Maker 7.0 Classroom in a book;
- Shalini and Adity Gupta, Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production